Pub Catchment Report - NG14 6EA

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	3	173
Catchment Adults 18+	677	1,493	257,333
Catchment Adults 18+ Per Pub	677	498	1,487
Populaton Projection 2020 to 2030 (% change)	5.36%	5.02%	4.78%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	616	91.0	173	
2	Premium Local	616	91.0	194	
3	Bit of Style	0	0.0	0	
4	Circuit Bar	0	0.0	0	
5	Community Pub	0	0.0	0	
6	Craft Led	0	0.0	0	
7	High Street Pub	0	0.0	0	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Premium Local	1,359	91.0	173	
2	Great Pub Great Food	1,291	86.5	184	
3	High Street Pub	130	8.7	14	
4	Community Pub	94	6.3	44	
5	Bit of Style	59	4.0	10	
6	Circuit Bar	21	1.4	5	
7	Craft Led	21	1.4	12	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	196,258	76.3	145	
2	Community Pub	168,498	65.5	140	
3	Premium Local	106,898	41.5	65	
4	Great Pub Great Food	77,889	30.3	211	
5	Bit of Style	55,943	21.7	54	
6	Circuit Bar	38,893	15.1	53	
7	Craft Led	30,265	11.8	104	

Pub Catchment Report - NG14 6EA

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	87	12.9	145	197	13.2	149	21,204	8.2	93
C1	66	9.7	79	145	9.7	79	33,596	13.1	106
C2	29	4.3	52	75	5.0	61	21,937	8.5	103
DE	17	2.5	24	47	3.1	31	29,496	11.5	111

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	50	7.4	22	71	4.8	14	120,284	46.7	141
Medium (7-13)	119	17.6	53	332	22.2	67	84,685	32.9	99
High (14-19)	423	62.5	219	960	64.3	226	40,495	15.7	55

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas
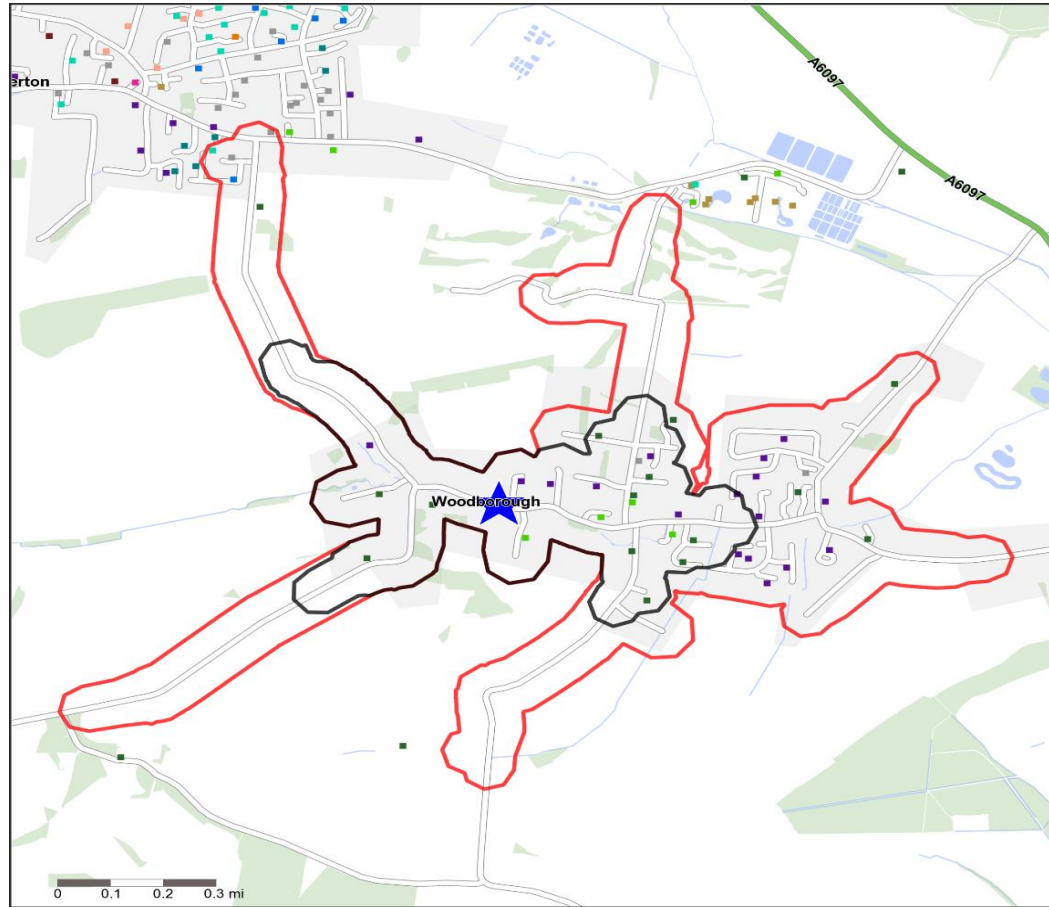
Mosaic Groups in 10 and 20 Minute DT Catchment Area

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★ Site	Ⲛ 10 Minute Catchment	Ⲛ 20 Minute Catchment

A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs
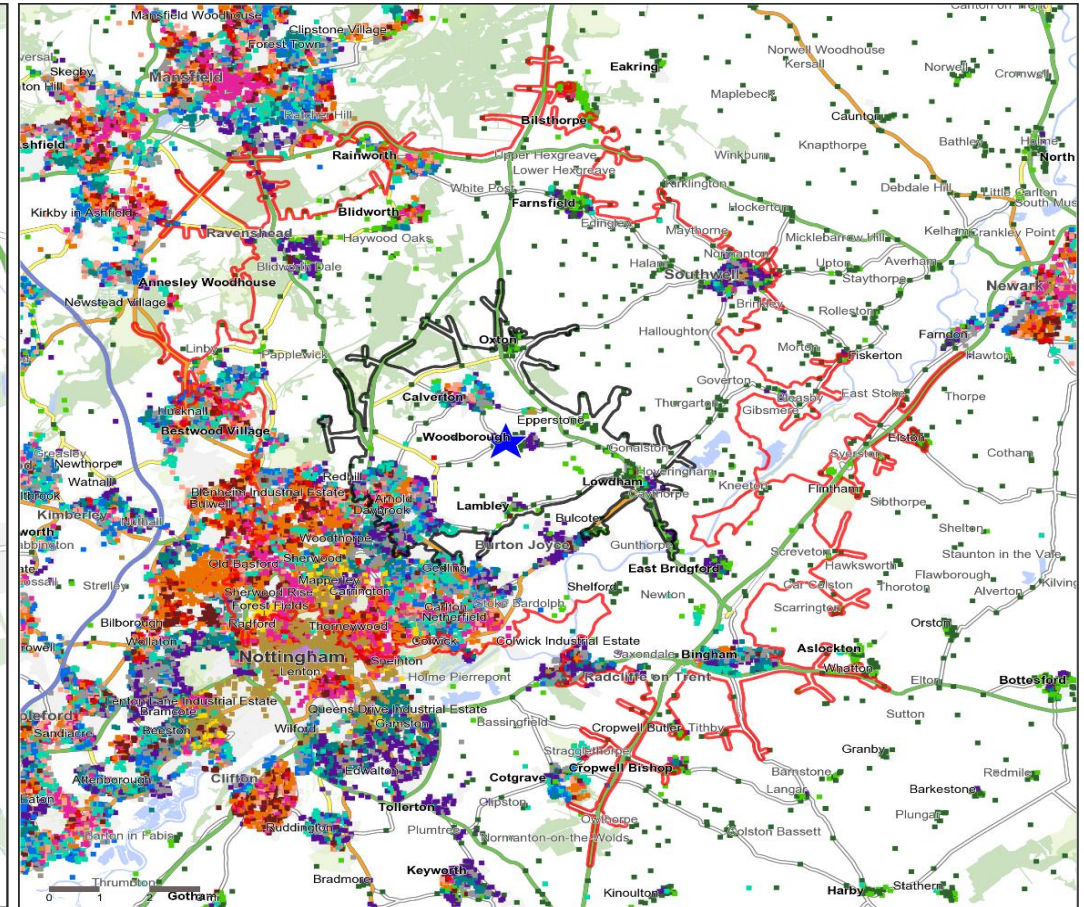
Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
A01	World-Class Wealth	0	0	0	0
A02	Uptown Elite	0	0	0	857
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	83
B05	Premium Fortunes	0	0	51	775
B06	Diamond Days	231	232	418	2,203
B07	Alpha Families	27	218	661	4,804
B08	Bank of Mum and Dad	0	10	597	2,315
B09	Empty-Nest Adventure	5	275	2,485	8,131
C10	Wealthy Landowners	71	109	1,103	4,284
C11	Rural Vogue	0	0	167	821
C12	Scattered Homesteads	0	0	50	270
C13	Village Retirement	165	283	1,731	4,833
D14	Satellite Settlers	117	125	2,168	6,035
D15	Local Focus	0	2	205	2,379
D16	Outlying Seniors	0	0	290	2,983
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	972	3,651
E19	Bungalow Heaven	61	108	1,925	7,011
E20	Classic Grandparents	0	24	1,990	7,206
E21	Solo Retirees	0	0	1,117	5,839
F22	Boomerang Boarders	0	0	880	4,402
F23	Family Ties	0	0	70	1,976
F24	Fledgling Free	0	0	643	2,758
F25	Dependable Me	0	47	1,803	6,844
G26	Cafés and Catchments	0	0	0	391
G27	Thriving Independence	0	0	941	6,574
G28	Modern Parents	0	0	555	2,161
G29	Mid-Career Convention	0	39	1,386	6,147
H30	Primary Ambitions	0	0	286	4,591
H31	Affordable Fringe	0	0	1,947	7,656
H32	First-Rung Futures	0	21	2,061	9,284
H33	Contemporary Starts	0	0	1,274	5,412
H34	New Foundations	0	0	187	834
H35	Flying Solo	0	0	170	1,027

Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
I36	Solid Economy	0	0	480	1,911
I37	Budget Generations	0	0	887	3,177
I38	Economical Families	0	0	847	12,150
I39	Families on a Budget	0	0	490	13,274
J40	Value Rentals	0	0	183	3,389
J41	Youthful Endeavours	0	0	116	2,750
J42	Midlife Renters	0	0	1,312	9,832
J43	Renting Rooms	0	0	15	17,158
K44	Inner City Stalwarts	0	0	0	85
K45	City Diversity	0	0	0	21
K46	High Rise Residents	0	0	0	260
K47	Single Essentials	0	0	317	4,762
K48	Mature Workers	0	0	0	3,174
L49	Flatlet Seniors	0	0	482	3,239
L50	Pocket Pensions	0	0	338	3,401
L51	Retirement Communities	0	0	124	1,384
L52	Estate Veterans	0	0	425	1,770
L53	Seasoned Survivors	0	0	347	5,847
M54	Down-to-Earth Owners	0	0	250	2,385
M55	Back with the Folks	0	0	1,425	6,795
M56	Self Supporters	0	0	599	8,068
N57	Community Elders	0	0	0	1,662
N58	Culture & Comfort	0	0	0	311
N59	Large Family Living	0	0	0	2,707
N60	Ageing Access	0	0	28	4,311
O61	Career Builders	0	0	187	4,147
O62	Central Pulse	0	0	0	3,542
O63	Flexible Workforce	0	0	0	1,082
O64	Bus-Route Renters	0	0	678	3,778
O65	Learners & Earners	0	0	0	2,133
O66	Student Scene	0	0	0	4,290
U99	Unclassified	0	0	0	0
Total		**677**	**1,493**	**37,663**	**257,332**

Top 3 Mosaic Types in a 20 Minute Walktime

1. C13 Village Retirement
Retirees enjoying pleasant village locations with amenities to service their social and practical needs

- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

2. B09 Empty-Nest Adventure
Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

3. B06 Diamond Days
Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

Top 3 Mosaic Types in a 20 Minute Drivetime

1. J43 Renting Rooms
Transient renters of low cost accommodation often within older properties

- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. I39 Families on a Budget
Families with children in low value social houses making limited resources go a long way

- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. I38 Economical Families
Busy families with children, who own their low-cost homes and budget carefully

- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	20 Minute Walktime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	10	0.7	2	346	23.2	136	1,138	76.2	150
Male: Alone	47	3.1	11	39	2.6	16	1,407	94.2	176
Male: Group	47	3.1	14	466	31.2	116	980	65.6	131
Male: Pair	0	0.0	0	68	4.6	30	1,425	95.4	163
Mixed Sex: Group	10	0.7	3	557	37.3	116	926	62.0	143
Mixed Sex: Pair	197	13.2	54	714	47.8	145	582	39.0	91
With Children	21	1.4	5	273	18.3	104	1,199	80.3	152
Unknown	166	11.1	32	232	15.5	84	1,095	73.3	157
For Eating:									
Upmarket	49	3.3	10	218	14.6	67	1,227	82.2	178
Midmarket	10	0.7	2	0	0.0	0	1,483	99.3	181
Downmarket	71	4.8	20	434	29.1	82	988	66.2	159
For Drinking (monthly spend):									
Nothing	36	2.4	8	469	31.4	133	988	66.2	145
Low (less than £10)	863	57.8	195	283	19.0	80	348	23.3	50
Medium (Between £10 and £40)	580	38.8	126	610	40.9	225	304	20.4	40
High (Greater than £40)	285	19.1	72	380	25.5	123	829	55.5	105

Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	20 Minute Drivetime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	78,892	30.7	95	47,350	18.4	108	131,091	50.9	100
Male: Alone	85,413	33.2	111	45,861	17.8	108	126,060	49.0	91
Male: Group	56,667	22.0	96	81,995	31.9	118	118,671	46.1	92
Male: Pair	63,972	24.9	95	67,769	26.3	172	125,592	48.8	83
Mixed Sex: Group	83,753	32.5	132	62,480	24.3	76	111,100	43.2	100
Mixed Sex: Pair	71,447	27.8	115	101,487	39.4	119	84,400	32.8	77
With Children	92,178	35.8	121	43,865	17.0	97	121,290	47.1	89
Unknown	85,555	33.2	96	37,989	14.8	80	133,789	52.0	111
For Eating:									
Upmarket	70,274	27.3	85	68,930	26.8	124	118,129	45.9	99
Midmarket	99,268	38.6	107	19,902	7.7	85	138,163	53.7	98
Downmarket	73,315	28.5	123	100,498	39.1	111	83,519	32.5	78
For Drinking (monthly spend):									
Nothing	74,191	28.8	94	63,278	24.6	104	119,864	46.6	102
Low (less than £10)	69,086	26.8	90	61,020	23.7	100	127,227	49.4	106
Medium (Between £10 and £40)	70,516	27.4	89	40,836	15.9	88	145,982	56.7	111
High (Greater than £40)	50,354	19.6	74	53,632	20.8	100	153,347	59.6	113

Competitor Map and Report
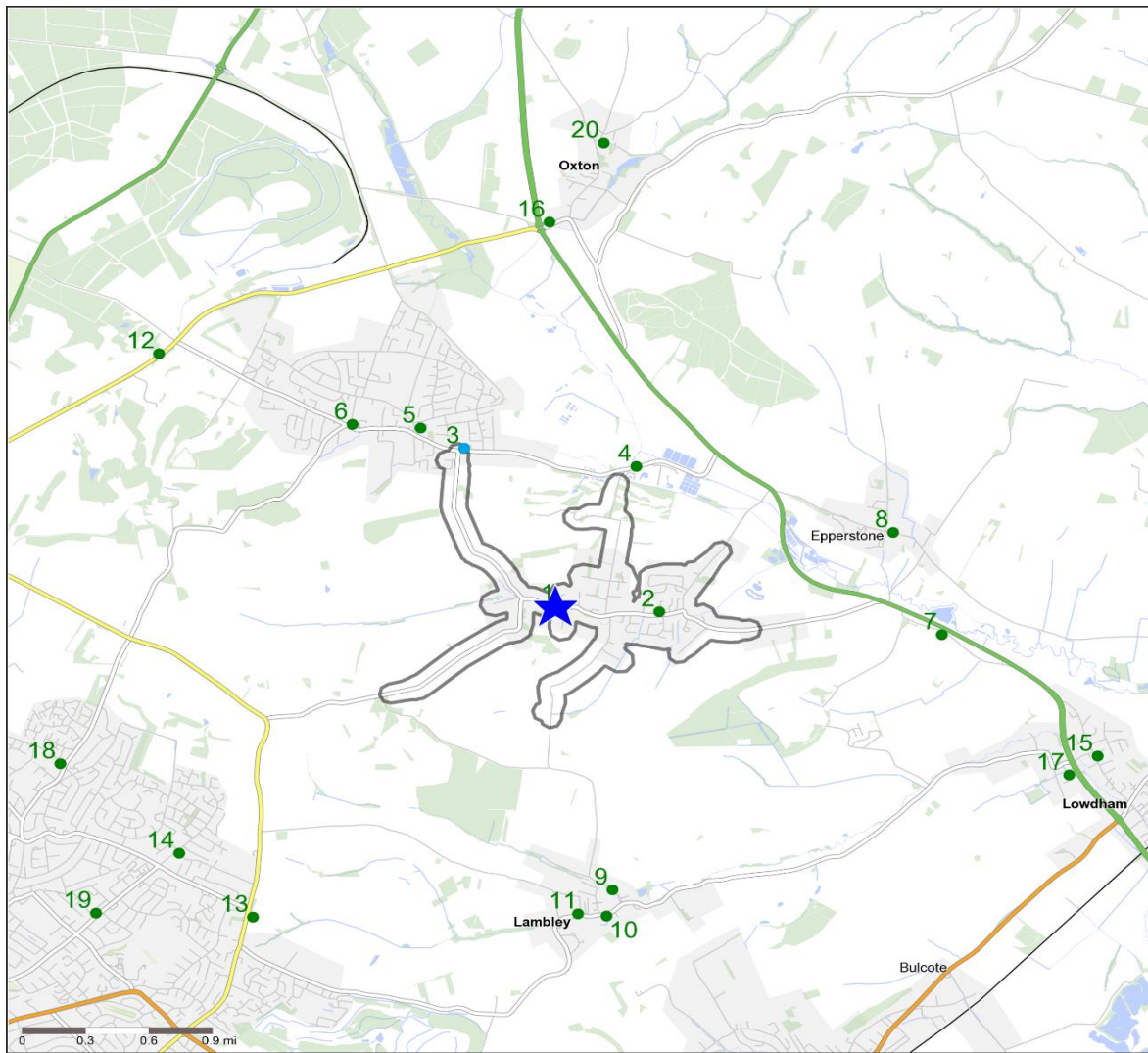
Competitor Map

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⭐ Site   🔵 Star Pubs   🟢 Pubs   ⩘ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Four Bells, NG14 6EA	Star Pubs & Bars	0.0	0.2
2	Nags Head, NG14 6DD	Greene King	10.3	1.8
3	Gleaners Inn, NG14 6FS	Star Pubs & Bars	19.3	2.6
4	Springwater Inn, NG14 6FZ	Independent Free	22.0	3.8
5	Coal & Lace, NG14 6FP	Independent Free	26.6	3.6
6	Admiral Rodney, NG14 6FB	Everards	29.9	4.1
7	Springfield Inn, NG14 7BZ	Mitchells & Butlers	38.6	4.6
8	Crosskeys, NG14 6AD	New River Retail	40.1	5.8
9	Woodlark Inn, NG 4 4QB	Independent Free	40.1	5.9
10	Robin Hood Inn, NG 4 4PP	Marston's	43.5	6.2
11	Lambley, NG 4 4PN	Star Pubs & Bars	45.9	6.6
12	Patchings Farm, NG14 6NU	Independent Free	49.8	6.4
13	Travellers Rest, NG 3 5RT	Greene King	51.9	5.4
14	Eagle, NG 5 8AD	Greene King	56.7	6.9
15	Old Ship, NG14 7BE	Ei Group	57.9	6.9
16	Ye Olde Bridge Inn, NG25 0SE	Everards	58.8	7.3
17	Worlds End, NG14 7AT	Marston's	59.1	6.8
18	Longbow, NG 5 8FQ	Star Pubs & Bars	61.7	6.6
19	Major Oak, NG 5 7JA	Star Pubs & Bars	68.9	8.2
20	Green Dragon, NG25 0SS	Independent Free	86.1	9.3